

# Digital Landscape: Eastern Europe Leads the Emerging World in Digital Services

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## Abstracts

Robust fixed-line networks define Eastern Europe's digital environment. The region has relatively high fibre penetration, with consumers accessing high internet speeds. Coverage of high-speed cellular broadband is increasing rapidly, driven by rising data demand from tech-savvy consumers. Digital commerce, especially proximity purchases, is a major growth opportunity, but an ageing population, online security concerns and high cash usage pose risks.

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